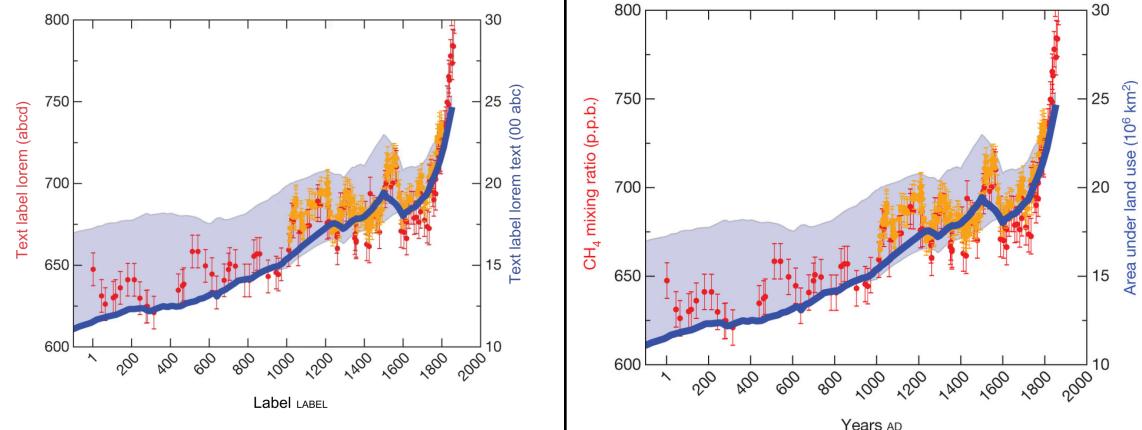


The following stimuli were prepared for Study 2 (attitude elicitation survey), drawing from images used in Study 1 and supplemented by additional images from the MassVis dataset. First Authors #1 and #2 collaborated to produce the topic-obscured versions of each visualization by replacing identifying titles, labels and annotations. Stimuli were organized into (4) ‘relative embellishment’ categories, and randomization blocks with (4) images : one from each category. Stimuli are identified by reference numbers: B[block number]-[embellishment category]. (*Note that in the data, the embellishment categories are represented as numbers where A=1, B=2, C=3, D=4*). We also include the ‘nicknames’ by which we referred to each stimulus colloquially as a research team, though these names were neither presented to participants, nor based on specific quotations.

REFERENCE	TOPIC-OBSCURED STIMULUS	(RAW) ORIGINAL VISUALIZATION																																																																																																																																																																																																																																																																																																																																																																																																																																					
B1-A “Spicy Heatmap”  <b>source:</b> William Edmisten	<p>Here goes the title of this graph the title the title the labels of this graph listed the sides various things are listed here with variable names group this goes here the labels of this graph listed the sides various things are listed here with variable names group this goes here</p> <p>Here goes the description of this graph the description the description</p>	<p>Correlation between spices in recipes from allrecipes.com</p> <table border="1"> <thead> <tr> <th>Spice</th> <th>basil</th> <th>black pepper</th> <th>cayenne pepper</th> <th>cilantro</th> <th>cinnamon</th> <th>clove</th> <th>cumin</th> <th>curry</th> <th>dill</th> <th>garlic powder</th> <th>ginger</th> <th>nutmeg</th> <th>oregano</th> <th>paprika</th> <th>parsley</th> <th>rosemary</th> <th>sage</th> <th>sesame</th> <th>thyme</th> <th>vanilla</th> </tr> </thead> <tbody> <tr> <td>basil</td> <td>0.3</td> <td>-0.1</td> <td>0.2</td> <td>0.1</td> </tr> <tr> <td>black pepper</td> <td>-0.1</td> <td>0.3</td> <td>-0.1</td> <td>0.1</td> </tr> <tr> <td>cayenne pepper</td> <td>0.1</td> <td>-0.1</td> <td>0.3</td> <td>-0.1</td> <td>0.1</td> </tr> <tr> <td>cilantro</td> <td>0.1</td> <td>0.1</td> <td>-0.1</td> <td>0.3</td> <td>-0.1</td> <td>0.1</td> </tr> <tr> <td>cinnamon</td> <td>0.1</td> <td>0.1</td> <td>0.1</td> <td>-0.1</td> <td>0.3</td> <td>-0.1</td> <td>0.1</td> </tr> <tr> <td>clove</td> <td>0.1</td> <td>0.1</td> <td>0.1</td> <td>0.1</td> <td>-0.1</td> <td>0.3</td> <td>-0.1</td> <td>0.1</td> </tr> <tr> <td>cumin</td> <td>0.1</td> <td>0.1</td> <td>0.1</td> <td>0.1</td> <td>0.1</td> <td>-0.1</td> <td>0.3</td> <td>-0.1</td> <td>0.1</td> </tr> <tr> <td>curry</td> <td>0.1</td> <td>0.1</td> <td>0.1</td> <td>0.1</td> <td>0.1</td> <td>0.1</td> <td>-0.1</td> <td>0.3</td> <td>-0.1</td> <td>0.1</td> </tr> <tr> <td>dill</td> <td>0.1</td> <td>0.1</td> <td>0.1</td> <td>0.1</td> <td>0.1</td> <td>0.1</td> <td>0.1</td> <td>-0.1</td> <td>0.3</td> <td>-0.1</td> 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<td>paprika</td> <td>0.1</td> <td>-0.1</td> <td>0.3</td> <td>-0.1</td> <td>0.1</td> <td>0.1</td> <td>0.1</td> <td>0.1</td> </tr> <tr> <td>parsley</td> <td>0.1</td> <td>-0.1</td> <td>0.3</td> <td>-0.1</td> <td>0.1</td> <td>0.1</td> <td>0.1</td> </tr> <tr> <td>rosemary</td> <td>0.1</td> <td>-0.1</td> <td>0.3</td> <td>-0.1</td> <td>0.1</td> <td>0.1</td> </tr> <tr> <td>sage</td> <td>0.1</td> <td>-0.1</td> <td>0.3</td> <td>-0.1</td> <td>0.1</td> </tr> <tr> <td>sesame</td> <td>0.1</td> <td>-0.1</td> <td>0.3</td> <td>-0.1</td> </tr> <tr> <td>thyme</td> <td>0.1</td> <td>-0.1</td> <td>0.3</td> </tr> <tr> <td>vanilla</td> <td>0.1</td> <td>-0.1</td> </tr> </tbody></table> <p>Correlation matrix of spices from 91,000 recipes on allrecipes.com</p>	Spice	basil	black pepper	cayenne pepper	cilantro	cinnamon	clove	cumin	curry	dill	garlic powder	ginger	nutmeg	oregano	paprika	parsley	rosemary	sage	sesame	thyme	vanilla	basil	0.3	-0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	black pepper	-0.1	0.3	-0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	cayenne pepper	0.1	-0.1	0.3	-0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	cilantro	0.1	0.1	-0.1	0.3	-0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	cinnamon	0.1	0.1	0.1	-0.1	0.3	-0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	clove	0.1	0.1	0.1	0.1	-0.1	0.3	-0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	cumin	0.1	0.1	0.1	0.1	0.1	-0.1	0.3	-0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	curry	0.1	0.1	0.1	0.1	0.1	0.1	-0.1	0.3	-0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	dill	0.1	0.1	0.1	0.1	0.1	0.1	0.1	-0.1	0.3	-0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	garlic powder	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	-0.1	0.3	-0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	ginger	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	-0.1	0.3	-0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	nutmeg	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	-0.1	0.3	-0.1	0.1	0.1	0.1	0.1	0.1	0.1	oregano	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	-0.1	0.3	-0.1	0.1	0.1	0.1	0.1	0.1	paprika	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	-0.1	0.3	-0.1	0.1	0.1	0.1	0.1	parsley	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	-0.1	0.3	-0.1	0.1	0.1	0.1	rosemary	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	-0.1	0.3	-0.1	0.1	0.1	sage	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	-0.1	0.3	-0.1	0.1	sesame	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	-0.1	0.3	-0.1	thyme	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	-0.1	0.3	vanilla	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	-0.1
Spice	basil	black pepper	cayenne pepper	cilantro	cinnamon	clove	cumin	curry	dill	garlic powder	ginger	nutmeg	oregano	paprika	parsley	rosemary	sage	sesame	thyme	vanilla																																																																																																																																																																																																																																																																																																																																																																																																																			
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cumin	0.1	0.1	0.1	0.1	0.1	-0.1	0.3	-0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1																																																																																																																																																																																																																																																																																																																																																																																																																				
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parsley	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	-0.1	0.3	-0.1	0.1	0.1	0.1																																																																																																																																																																																																																																																																																																																																																																																																																				
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B2-A “Bluesy Stacked Area”  <b>source:</b> The Economist via MassVis Dataset	<p>Heading goes here 2004-2009*</p> <p>Variable 1 text Variable 2 Variable 3 Variable</p> <p>Source: Here goes the</p> <p>*The texts of this graph down here</p>	<p>Iraq war deaths 2004-2009*</p> <p>Coalition forces Iraqi forces Insurgents Civilians</p> <p>Source: Guardian, WikiLeaks</p> <p>*No data for May 2004 and March 2009</p>																																																																																																																																																																																																																																																																																																																																																																																																																																					

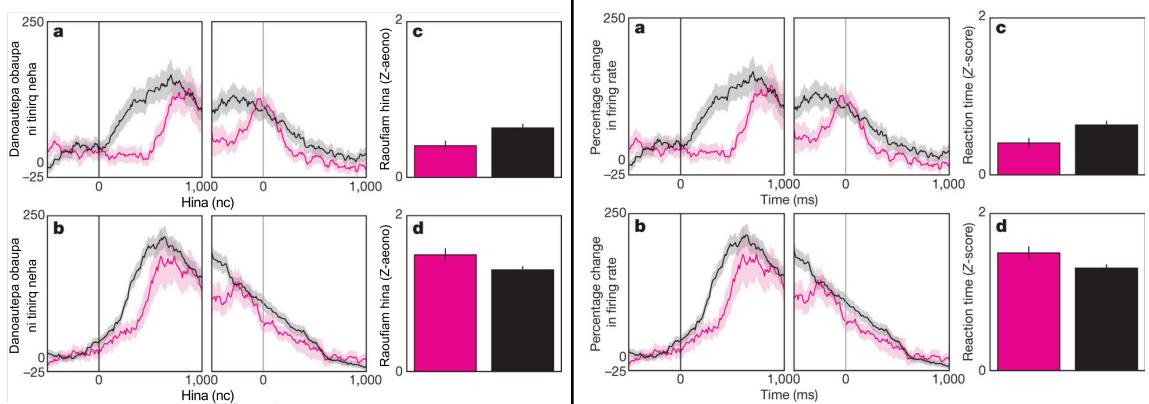
### B3-A “Nature Mixed Plot”

**source:**  
Nature  
(academic  
journal),  
*via* MassVis  
Dataset



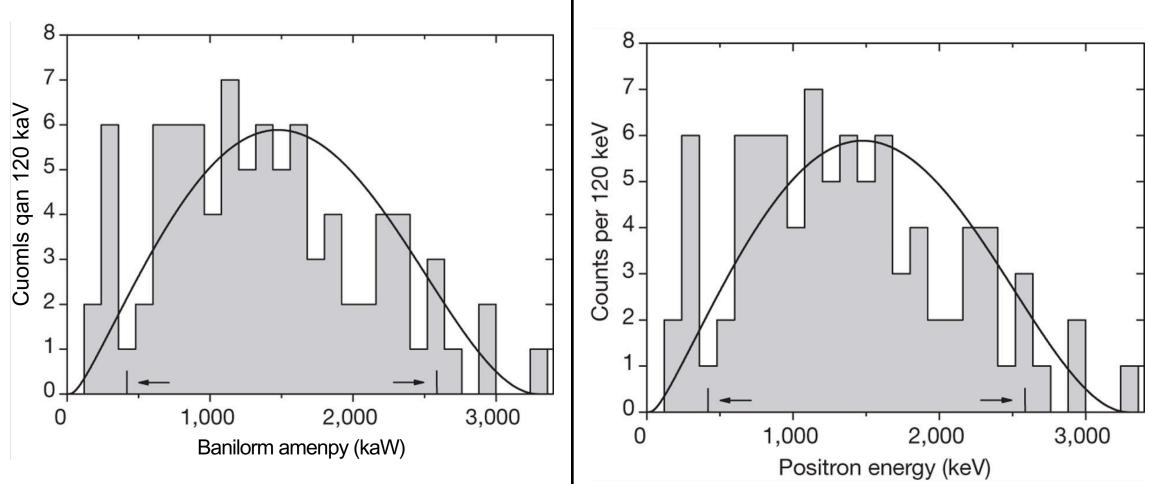
### B4-A “Pink and Black Multiples”

**source:**  
Nature  
(academic  
journal),  
*via* MassVis  
Dataset



### B5-A “BW Histogram”

**source:**  
Nature  
(academic  
journal),  
*via* MassVis  
Dataset



### B6-A “Boisenberry Pies”

**source:**  
World Health  
Organization,  
*via* MassVis  
Dataset

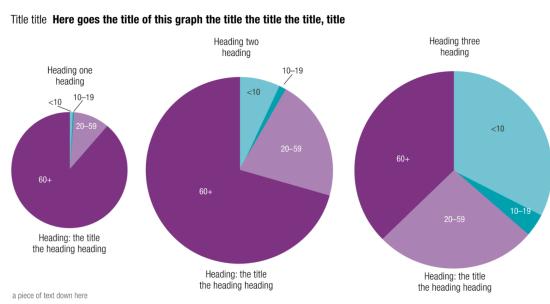
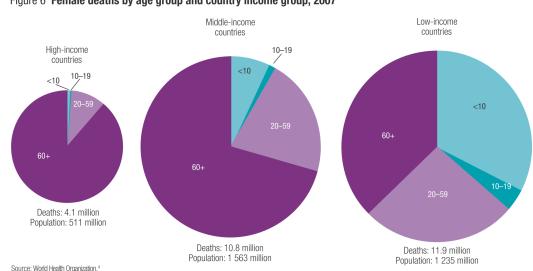


Figure 6 Female deaths by age group and country income group, 2007

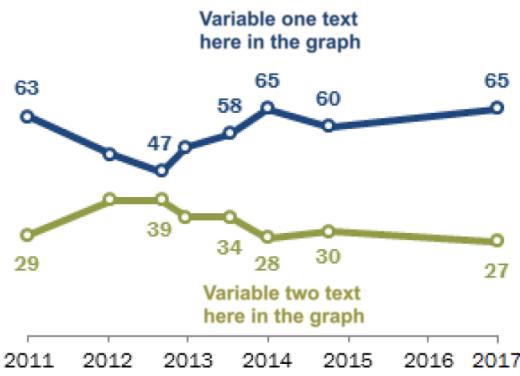


B1-B  
“Navy Dual Timeseries”

**source:**  
Pew Research  
Center,  
via MassVis  
Dataset

**Most texts Here have heading to text  
heading and title of this graph**

Here goes some texts about \_\_\_\_ graph that explains  
some things here subtitle with variables that makes it a  
content

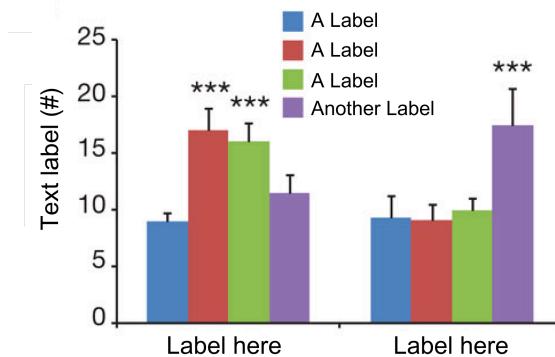


Note: Heading and title of this graph does not.  
Source: below down graph with variables.

HERE TEXT AND GRAPH

B2-B  
“Significant Excel  
Error Bars”

**source:**  
Nature  
(academic  
journal),  
via MassVis  
Dataset



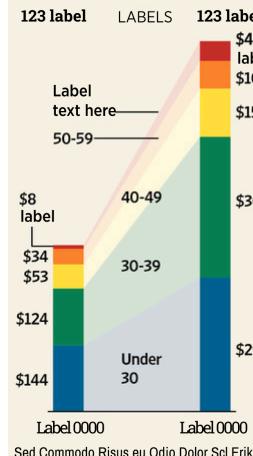
B3-B  
“WSJ Rainbow  
Mixed Bars”

**source:**  
Wall Street  
Journal

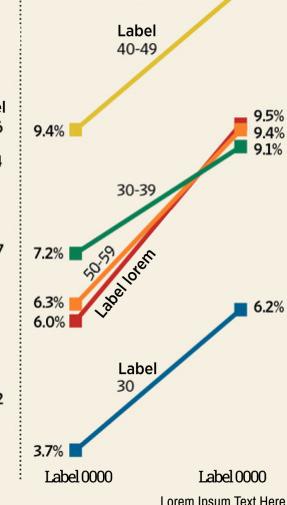
**A Title of Image**

Text here more text another line  
of text and more text text  
another line of text.

**Title of this plot here**

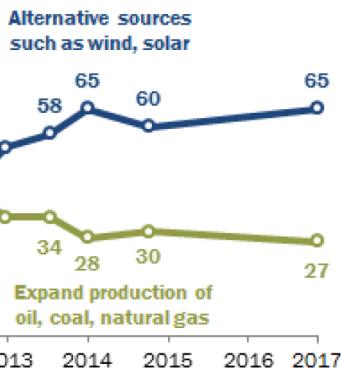


**Text title of this plot  
text text text**



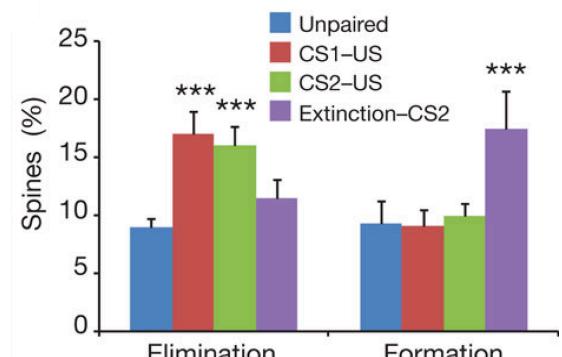
**Most in U.S. give priority to developing  
alternative energy over fossil fuels**

% of U.S. adults who say \_\_\_\_ should be the more  
important priority for addressing America's energy  
supply



Note: Both/Don't know responses not shown.  
Source: Survey conducted Jan. 4-9, 2017.

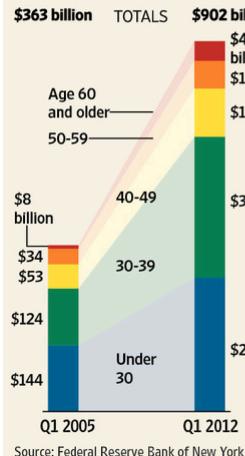
PEW RESEARCH CENTER



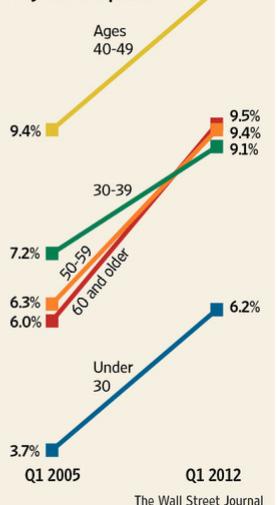
**A Heavier Load**

Student debt is rising rapidly, and  
delinquencies are increasing  
among all age groups.

**Total student debt**



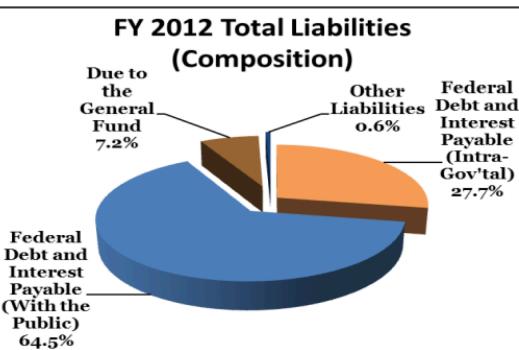
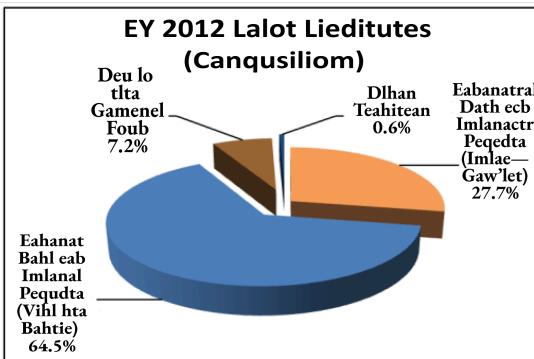
**Loans that are 90-plus  
days delinquent**



The Wall Street Journal

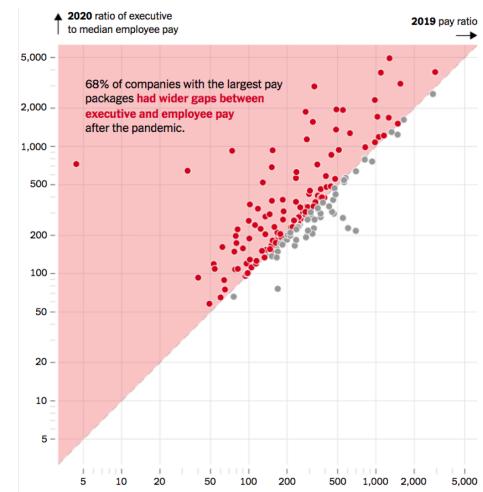
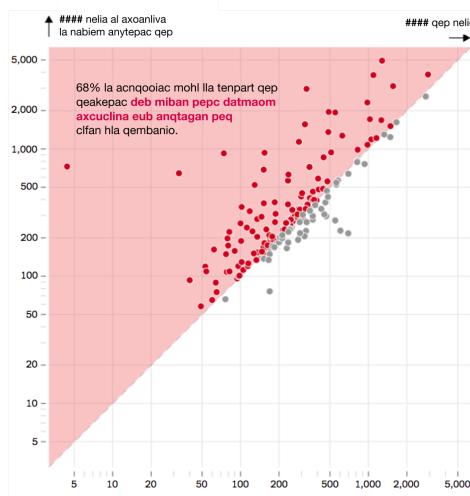
B4-B  
“Old School 3D  
Pie”

**source:**  
US Treasury  
Department,  
via MassVis  
Dataset



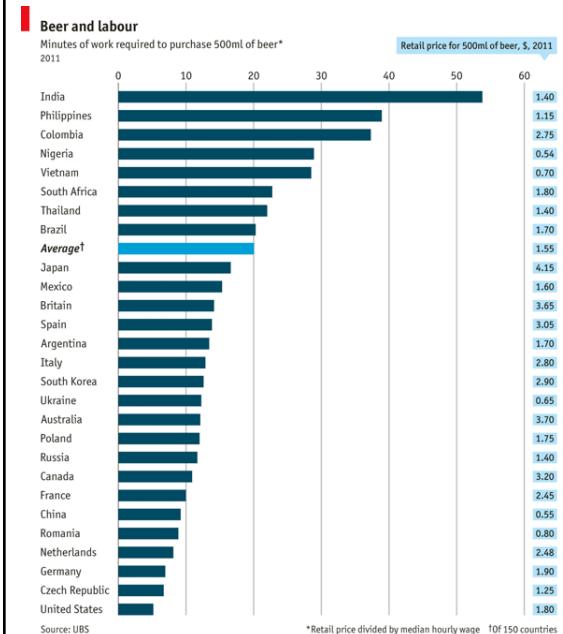
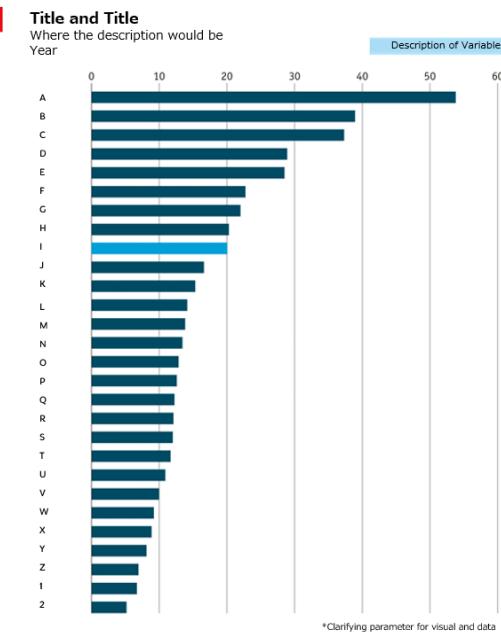
B5-B  
“NYT Shaded  
Scatter”

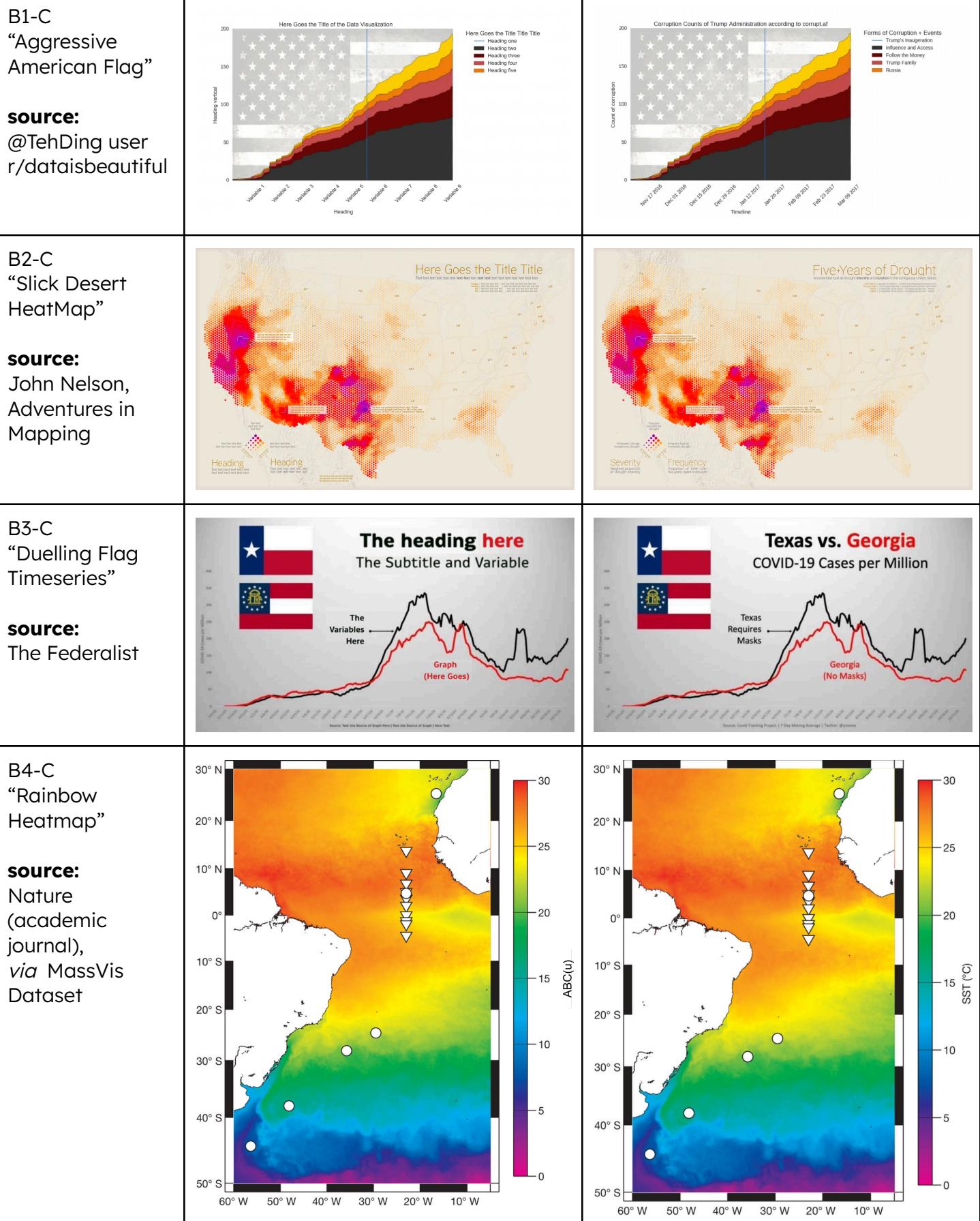
**source:**  
New York Times,  
via MassVis  
Dataset



B6-B  
“Economist  
Horizontal Bars”

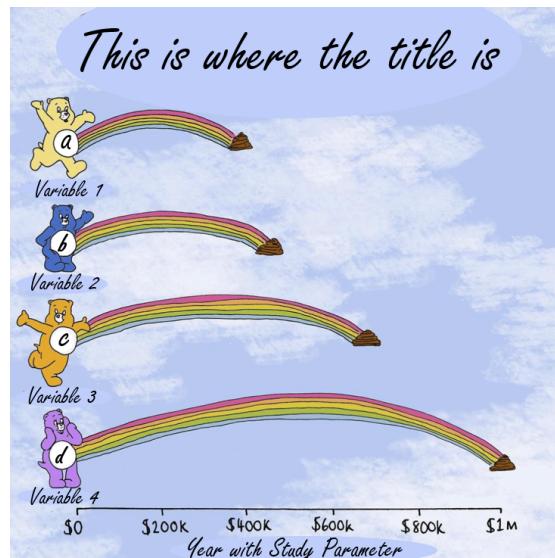
**source:**  
The Economist,  
via MassVis  
Dataset



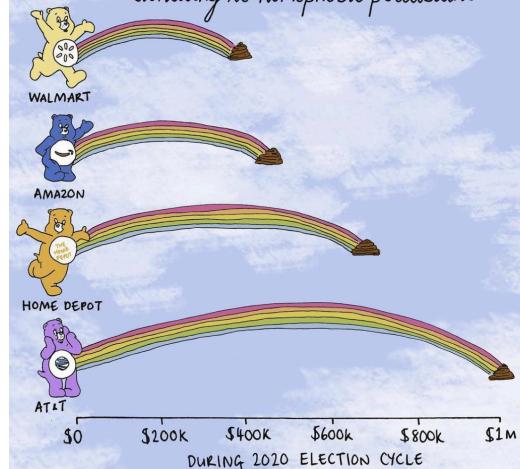


B5-C  
“Poopy Carebears”

**source:**  
Mona Chalabi,  
The Guardian



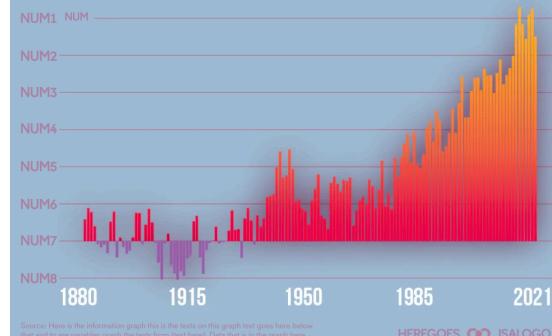
Companies that celebrate Pride while  
donating to homophobic politicians



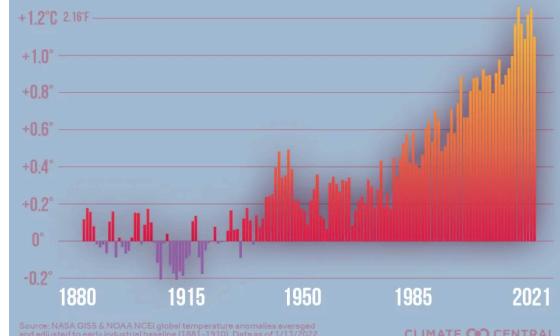
B6-C  
“Slick Ombre  
Bars”

**source:**  
Climate Central

## GRAPHS HEADING SOME OF THE TEXTS BELOW FOR TEXTS



## GLOBAL TEMPERATURE DEPARTURE FROM 1881-1910 AVERAGE



B1-D  
“Tiny Icon Guns”

**source:**  
Wall Street  
Journal

## Here goes the title

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HEADING HEADING HEADING

2012 208

2011 253



## Violent Indicators

NYC shootings have increased while homicides have gone down in 2012.

NUMBER OF SHOOTINGS TO DATE Each / = 20 shootings/homicides



NUMBER OF HOMICIDES TO DATE

2012 208

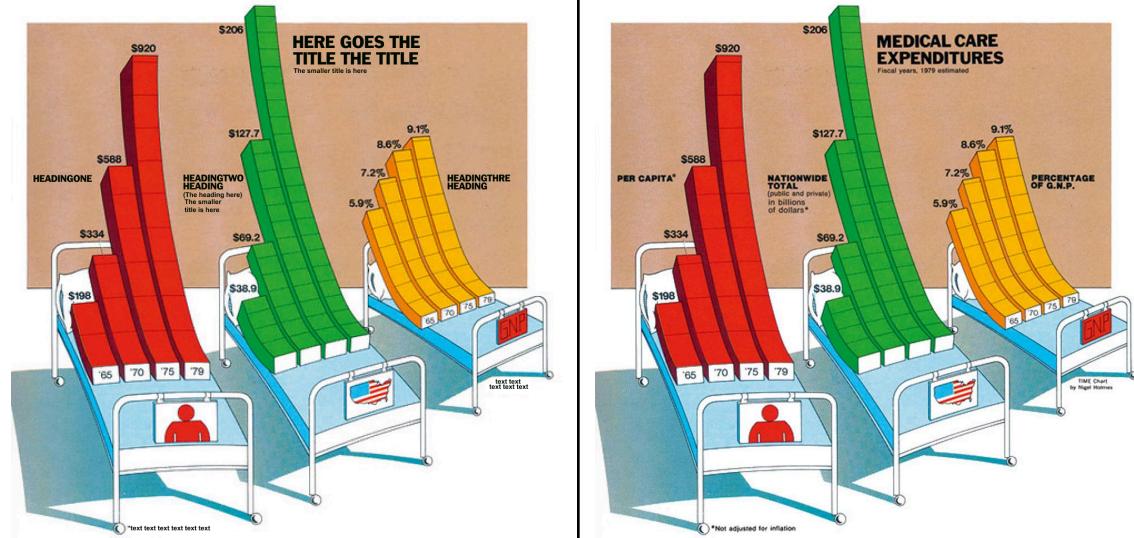
2011 253



Source: NYPD  
Note: Through July 7 each year  
The Wall Street Journal

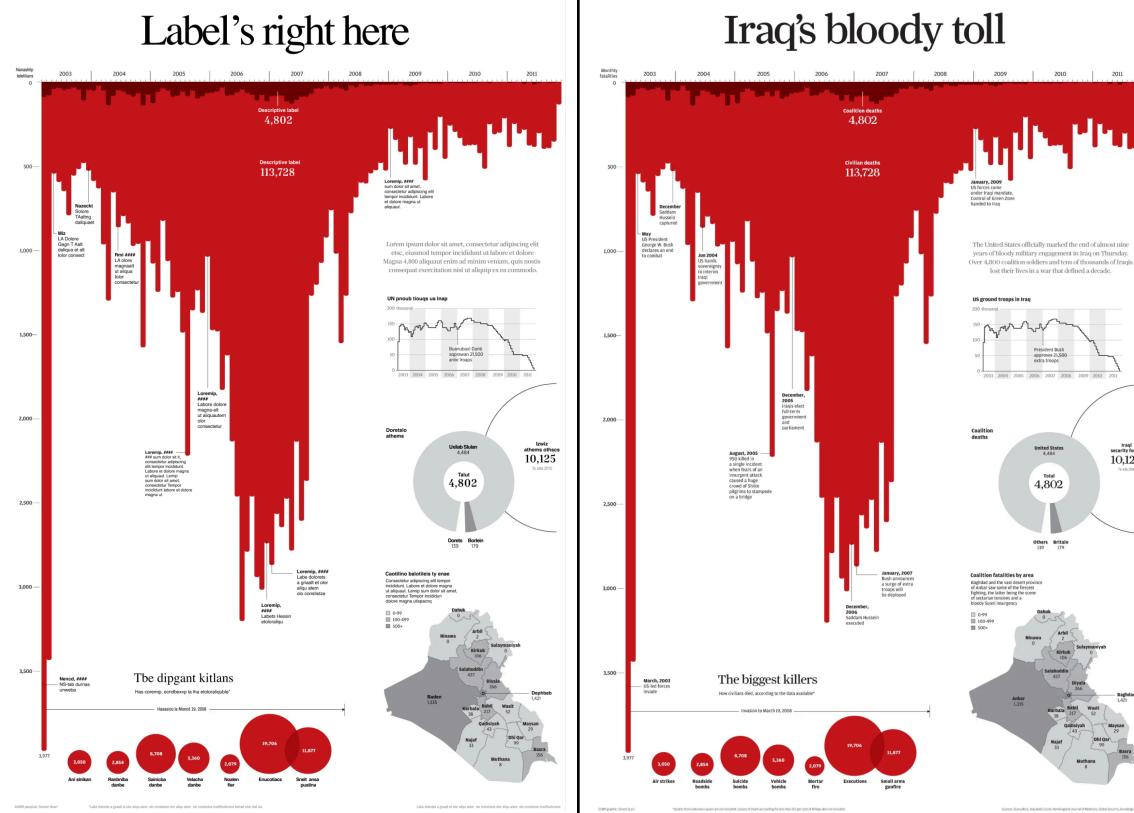
B2-D  
“Holmes Hospital Beds”

**source:**  
Nigel Holmes,  
Time Magazine



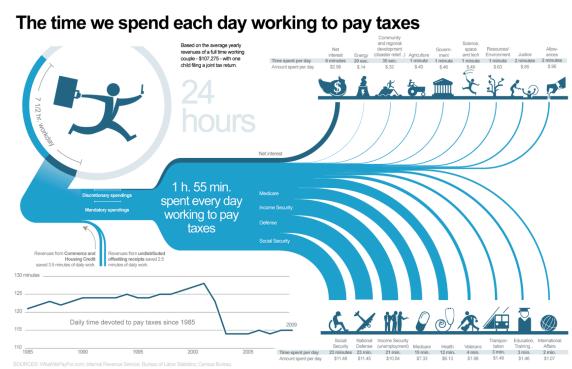
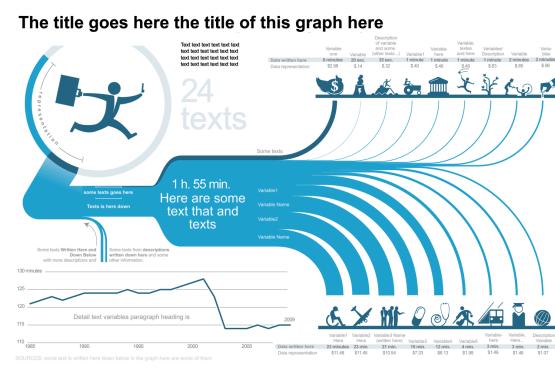
B3-D  
“Iraq's Bloody Toll”

**source:**  
Simon Scarr,  
South China  
Morning Post



B4-D  
“Blue Flow Infographic”

**source:**  
Nicolas Rapp,  
ChartPorn, via  
MassVis Dataset



B5-D  
“Sketched Money Infographic”

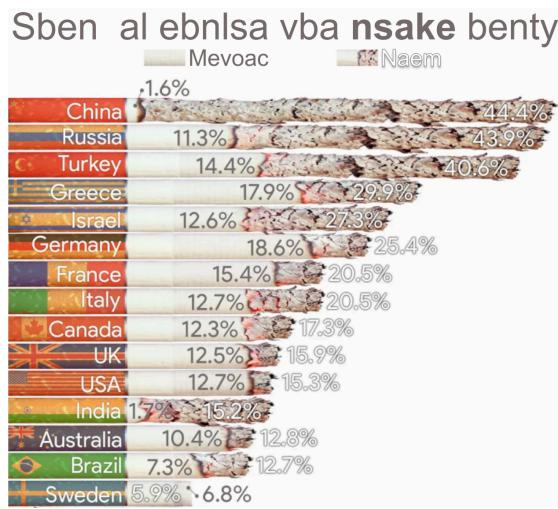
**source:**  
[staff.com](http://staff.com)

note: this (long) infographic was cropped to accommodate the survey page layout

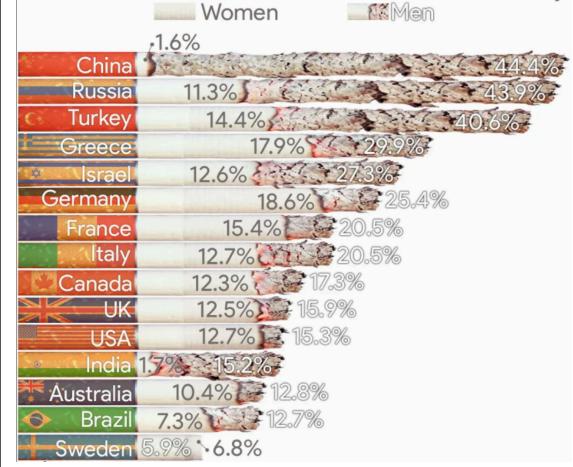


B6-D  
“Cross Country Smoking”

**source:**  
[StaDaFa.com](http://StaDaFa.com)



### Share of adults who smoke daily



B0-D  
“Pasted Pink  
Plants”

**source:**  
Mona Chalabi

(this image served as our ‘common stimulus’ seen *first* by each participant, before seeing the 4 images in their randomly assigned stimulus block in random order.

The title is here the title is here  
this is on graph number title is



Average number of trees by neighborhood income

